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AUG 28 2009

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A directional audio delivery apparatus for a system, comprising:

a device that receives incoming encoded signals and provides decoded audio signals for use by the system;

audio conversion circuitry that produces ultrasonic signals based on the decoded audio signals provided by said device; and

a directional speaker that outputs an ultrasonic output to a desired distance for a user based on the ultrasonic signals,

wherein said apparatus further comprises a beam-attribute control unit operatively connected to said directional speaker, said beam-attribute control unit being configured to electronically control an attribute of the output of said directional speaker,

wherein the ultrasonic output generates audio output,

wherein the attribute controls the width of the beam of the audio output by controlling the ultrasonic frequency of the ultrasonic signals so that if the ultrasonic frequency is increased, the attenuation and the width of the beam are also increased, with the power level of the beam being increased based on the desired distance,

wherein the ultrasonic frequency is controlled including by selecting a carrier frequency from a predetermined set of carrier frequencies,

wherein the ultrasonic frequency can be changed by more than 50% to change the beam width, and

wherein the beam-attribute control unit receives wireless inputs from the user via an electronic device to control the attribute.

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2. (Previously Presented) A directional audio delivery apparatus as recited in claim 1, wherein said system is one of an audio system, a stereo system, a television system, a radio receiver, a Digital Versatile Disc (DVD) player, a compact disc (CD) player, and a Video Cassette Recorder (VCR) player.
3. (Previously Presented) A directional audio delivery apparatus as recited in claim 1, wherein said directional speaker is repositionable with respect to said system.
4. (Cancelled)
5. (Previously presented) A directional audio delivery apparatus as recited in claim 1, wherein said beam-attribute control unit is also configured to electronically control a beam direction of the audio output of said directional speaker so that the beam direction of the audio output can be changed.
6. (Previously presented) A directional audio delivery apparatus as recited in claim 5,
wherein the beam direction depends on the position of the electronic device, and
wherein as the position of the electronic device changes, the beam direction can automatically change.
7. (Previously presented) A directional audio delivery apparatus as recited in claim 1, wherein said directional speaker has a plurality of separately controllable regions, and wherein said beam-attribute control unit activates one or more of the controllable regions to control the audio output from said directional speaker.
8. (Previously presented) A directional audio delivery apparatus as recited in claim 1, wherein said directional speaker has a curved surface, which can be a

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curved emitting surface or a curved reflecting surface, so that the audio output produced is intentionally configured to be non-collinear.

9. (Previously Presented) A directional audio delivery apparatus as recited in claim 1 further comprising one additional directional speaker to create stereo effect.

10. (Previously Presented) A directional audio delivery apparatus as recited in claim 1, wherein said apparatus further comprises a personalization unit operatively connected to said audio conversion circuitry, said personalization unit modifies the audio signals or the ultrasonic signals in accordance with an audio characteristic associated with the user of said apparatus.

11. (Previously Presented) A directional audio delivery apparatus as recited in claim 10, wherein the audio characteristic is provided to said directional audio delivery apparatus in a removable, portable data storage device that can be electrically connected to said apparatus.

12. (Previously Presented) A directional audio delivery apparatus as recited in claim 10, wherein the audio characteristic pertains to a hearing characteristic and/or a hearing preference associated with the user.

13. (Previously Presented) A directional audio delivery apparatus as recited in claim 1, wherein said directional audio delivery apparatus further comprises an environmental adjustment unit that is configured to modify the audio signals or the ultrasonic signals in accordance with a piece of information from the environment in the vicinity of a portable device used by the user of said apparatus.

14. (Previously presented) A directional audio delivery apparatus as recited in claim 13, wherein the piece of information includes a noise level.

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20. (Previously presented) A method as recited in claim 16, wherein the beam attribute input being received is automatically provided, not based on an input entered by the user.

21. (Previously presented) A method as recited in claim 16, wherein in view of a beam-attribute input, the direction of the directionally constrained audio is changed.

22. (Previously presented) A method as recited in claim 16,
wherein the directional speaker has a plurality of segments to emit the directionally constrained audio and
wherein the segments can be individually controlled for emitting the directionally constrained audio.

23. (Cancelled)

24. (Previously presented) A method as recited in claim 22, wherein the attribute controls at least one of the many segments to affect the width or the direction of the directionally constrained audio.

25. (Previously presented) A directional audio delivery apparatus as recited in claim 1, wherein the beam-attribute control unit is configured to change a beam width of the audio output of said directional speaker so that the beam width is diverging around the vicinity of the user.

26. (Cancelled)

27. (Currently amended) A portable electronic remote control to wirelessly control a directional audio delivery apparatus for a system, wherein the directional audio delivery apparatus including a device that receives incoming

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encoded signals and provides decoded audio signals for use by the system; audio conversion circuitry that produces ultrasonic signals based on the decoded audio signals provided by said device; and a directional speaker that outputs an ultrasonic output to a desired distance for a user based on the ultrasonic signals, with the ultrasonic output generating audio output; and a beam-attribute control unit operatively connected to said directional speaker, said beam-attribute control unit being configured to electronically control an attribute of the output of said directional speaker, the portable electronic remote control comprising:

a mechanical mechanism that allows a user to set a beam attribute input for the beam-attribute control unit, wherein the beam attribute input controls the width of the beam of the audio output of the directional speaker by controlling the ultrasonic frequency of the ultrasonic signals so that if the ultrasonic frequency is increased, the attenuation and the width of the beam of the audio output are also increased, with the power of the beam being increased based on the desired distance; and

a wireless transceiver that is configured to transmit wirelessly the beam attribute input to be received by the apparatus for the beam-attribute control unit to control the beam width of the audio output,

wherein the ultrasonic frequency can be changed by more than 50% to change the beam width, and

wherein the ultrasonic frequency is controlled including by selecting a carrier frequency from a predetermined set of carrier frequencies.